

Project Organization 2

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TOC

1. Combine Project Organization and Production Organization
2. Develop Project Organization while going on with the Project



Kerzner: Project and Product Managers

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PROJECT MANAGEMENT GROWTH: CONCEPTS AND DEFINITIONS

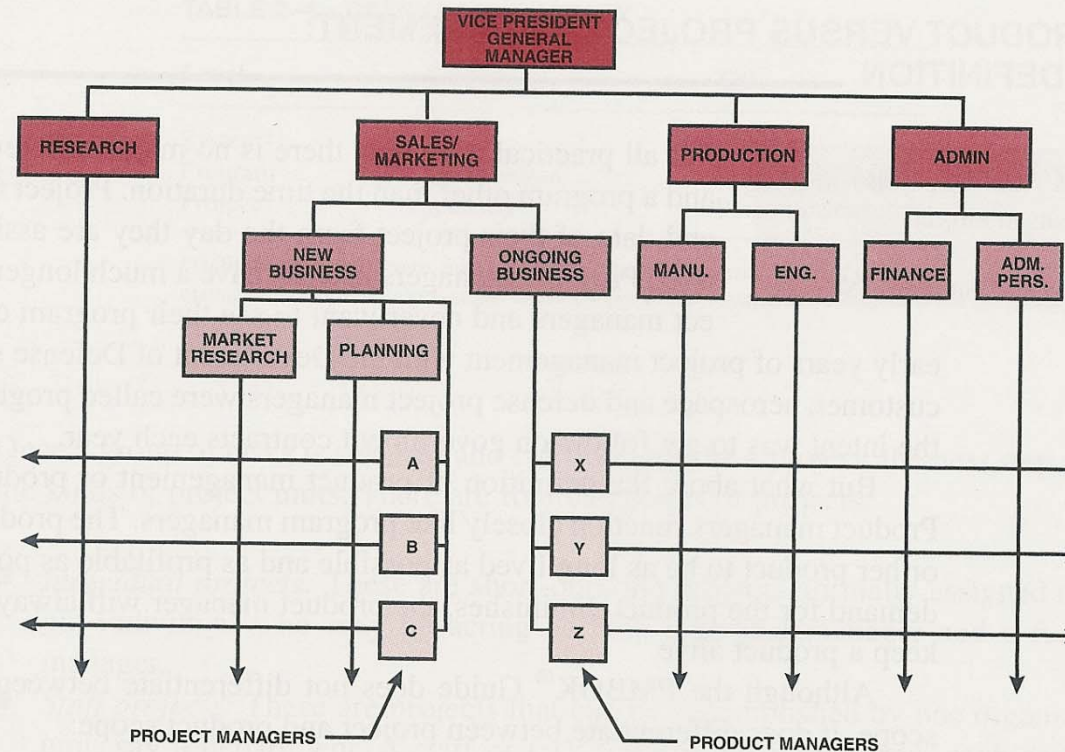
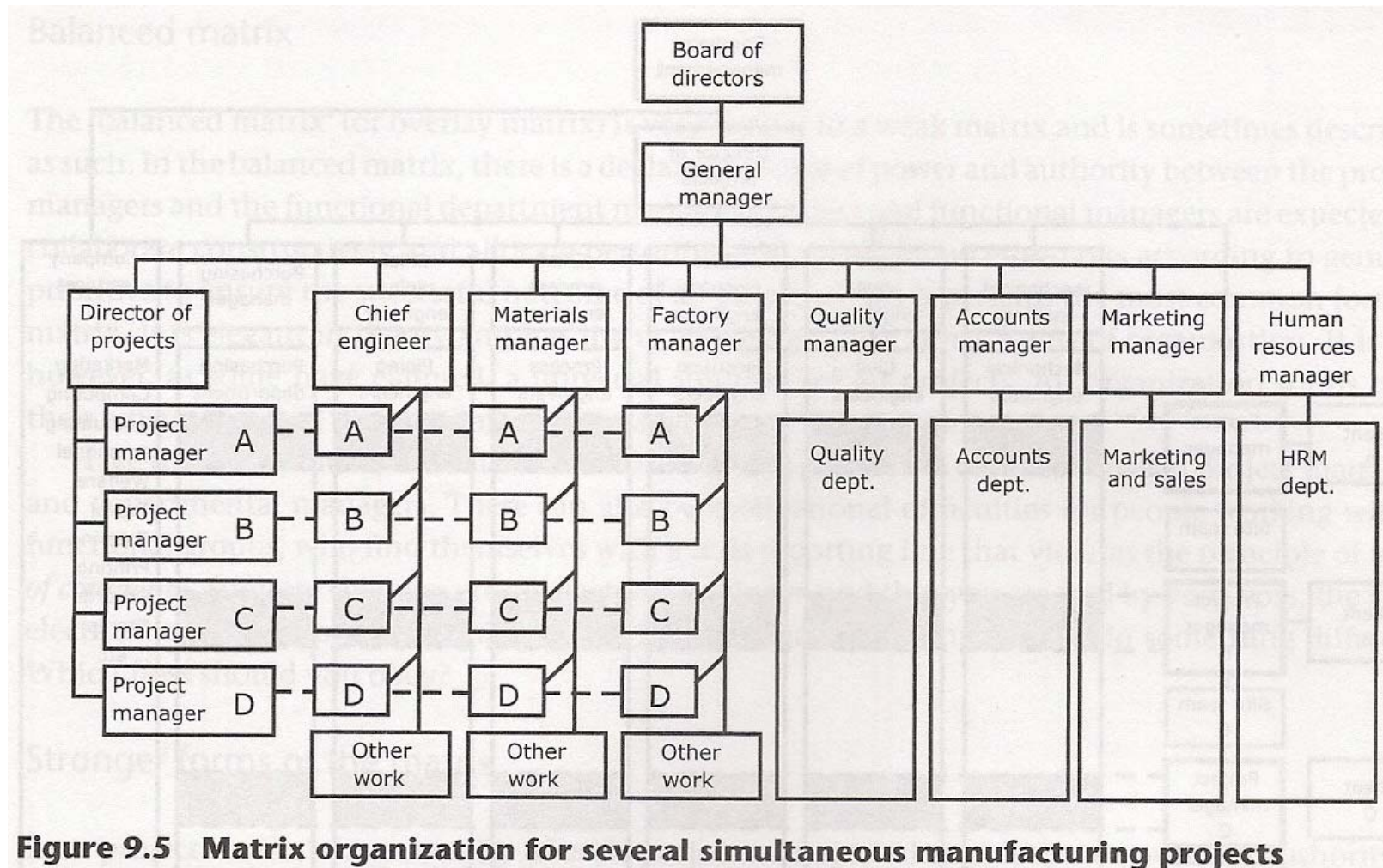


FIGURE 2-9. Organizational chart.

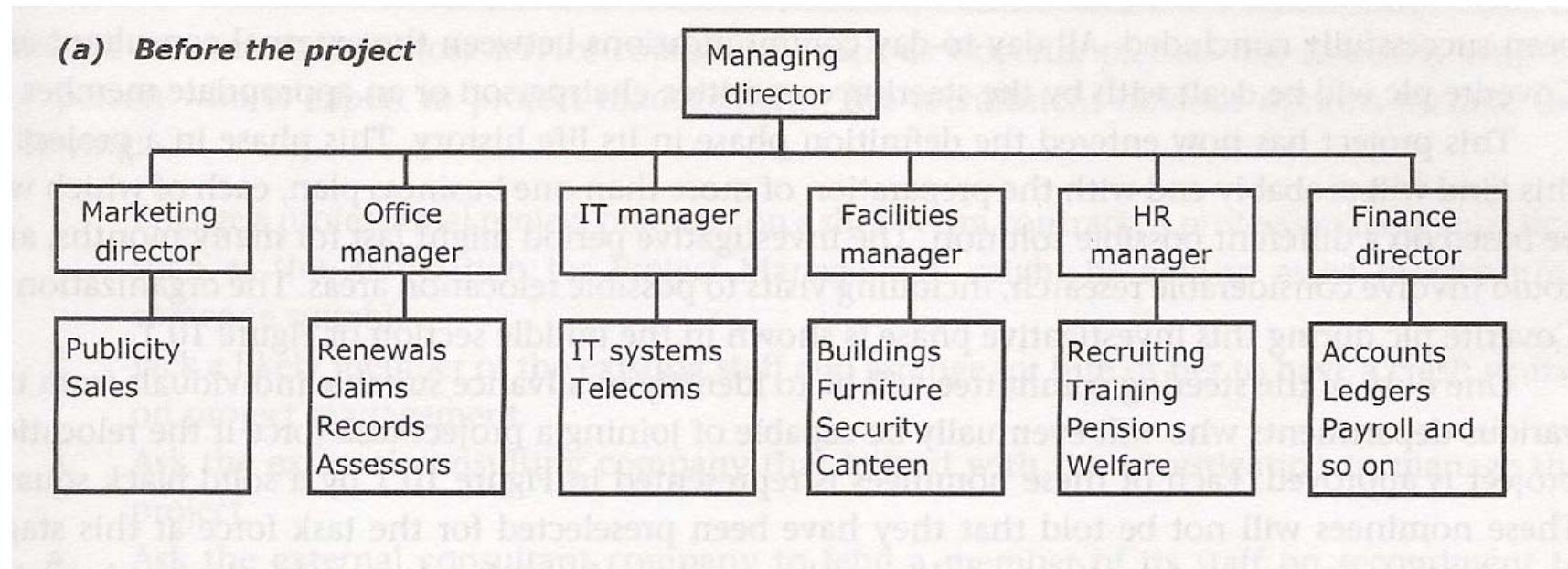
managers report to the marketing function. The marketing executive could become the focal point of the entire organization, with the capability of building a very large empire.



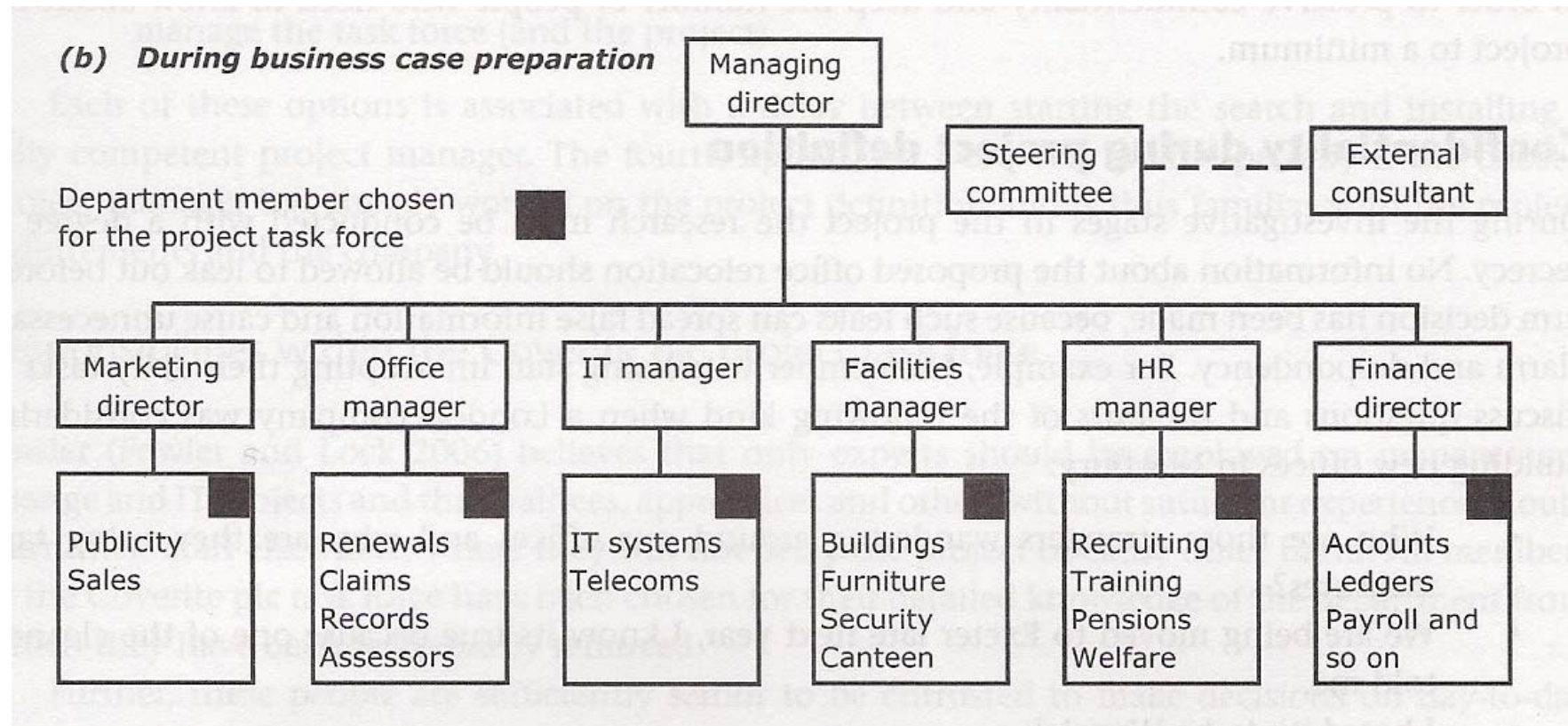
Dennis Lock: Project Management



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